VOLUME 1.

{ Old Series, vol. 14. }

CLARKSVILLE, TENN., FRIDAY, DECEMBER 29, 1805.

{ Old Series, No. 35. }

NUMBER 25.

REMOVED!

Rice & Moore's Old Stand, Lately Occupied by L. STRAUS.

MATTILL & BRO., TOBACCO AND CIGARS,

Have taken the above stand, and will keep a well selected stock of

Staple and Fancy Clarksville,Tennessee. Exchange Business. DRY GOODS!

Suitable to the trade, including CANDIES of every variety; NUTTS-S. S. Almonda, Filberts, Cream Nuts; Special attention paid to collections and remittance made on day of payment. SHOES,

HATS, NOTIONS, Etc.

We have engaged the services of Capt. W. W. VALJANT, who will be pleased to see his old friends and former customers, and will sell goods low as any regular house in the city. M. MATTILL will still remain in the house and superintend generally

MATTILL & BRO. Franklin-St., Clarksville, Tenn. I would most respectfully return my thanks to

the community at large for the liberal patronage extended me, for the last three years, and would respectfulty ask that a liberal share of the same b extended to my successors. M. MATTILL.

New Drug Firm

WE, the undersigned, having bought the entire bow to the public, that every exertion will be made on their past, to render the house worthy of the patronage and confidence of the public. They are prepared to furnish

FIRST-CLASS DRUG STORE In all its appointments-for which purpose we have Added a Large Purchase of New Drugs to the Stock.

plets, and we do not expect to say "we hav nt rule they will strictly adhere to, and no tickets o nemorandum will be made. They cannot after notto will be

CASH EXCLUSIVELY.

say frankly to them, we do not desire any but cash everon, and will have none other.

Prescription Department,

And will be found in the store at all hours of the night, and on Sundays. Da. PIRTLE will discontinue the practice of medi-

cine, and devote his entire attention to the Deng Joursey Moons will be one of the clerks, and will be always glad to wait upon his old friends. Our stock consists of

Oils, Paints.

Varnishes. Chemicals Dyestuffs, Glassware.

Family Dyes, Window Glass. Eclectic Preparations. Surgical Instruments, Wines and Liquors, (pure, for medical use), Superb ass't of Soaps, Perfumery, and

Pancy Articles, And everything to be found in a farge and complete assurtment of this kind, all of which will be sold at reduced prices for eash. J. M. PIRTLE Sept. 15, 1865-tf GUS. HEWLETT.

TO THE PUBLIC.

rates, having bought heavily during the NEW YORK MARKET. Our stock consists of EMPRESS CLOTH, CLOAKING CLOTH and SILKS. POPLINS, BALMORAL ALPACAS FRENCH PLAIDS, SHIRTS and MERINOS HOISERY. PRINTS, and DELAINES DOMESTICS.

LATEST STYLES OF Cloaks, Basques and Saques, SHAWLS AND SCARFS,

Hoods, Sontags and Nubias, Flannels and Linseys. Empress Collars, Lace Handkerchiefs Sleeves, Ladies' Ties, Perfumeries, Gloves, and Notions

TOO NUMEROUS TO MENTION Also, the most complete stock of ready-made

CLOTHING Hats, Boots, and Shoes.

As we have a constant BUYER of bute and

judgment, in the city of New York, we are able to COMPETE with any house in CINCINNAIN or LOUISVILLE, in quality and dishionable style of My COAT too, that they were none of the best f Goods, as well as cheapness of price. I rampuse I my periods my finds they were low. Give us a call before purchasing classifier, and in the party I as shed as appear as a beau, you will receive every attention and accommodas For a lass with blue eyes and dear little feet, tion we are capable of giving.

We are buying Feathers, Ginseng, Beesway, Dried Fruit, etc., for which the bighest market For kirsing and telling was never yet tair, price will be paid, either in EXCHAGE for Goods 1 was puzzled not long, for 4 thought of the same

LAGER BEER.

W. A. SETTLE,

NEXT DOOR TO "NATIONAL HOTEL,"

CONFECTIONERIES,

Notions, &c.,

PICLES-In 1-4, 1-2, 3-4 Gallons; PINE APPLES-Put up in glass and tin; SARDINES-In 1-4 and 1-2 boxes;

SARDINES—In 1-4 and 1-2 boxes,
SUPERIOR EXTRACTS—
Vanilla, Rose, Lemon, Giuger, Strawberry, etc.:
CRACKERS—Butter, Sugar, Soda, and
Gloger Nutts; Rasins, Figs, Dates.

July 14—tf W. A. S. GEO. H. WARFIELD, J. W. EDWARDS,
THOS. F. PETTUS. G. W. HILLMAN.
S. F. BEAUMONT, Pres't

FIRM! NEW

THE undersigned have purchased of W. J. Castner his stock of

DRUGS.

MEDICINES, PAINTS, OILS,

FANCY GOODS, &C.

And will continue the same kind of busine the same stand, (Thomas & Bro's old stand, Public They will say for themselves, in making their

COUNTRY MERCHANTS AND PHYSICIANS.

with the best articles in their line, at wholesaid and at moderate profits.

They will sell for CASH ONLY, and wish to say Aud expecting to be in frequent receipt of NEW patronage. THAT THEY DO NOT WANT IT GOODS, our assortment will always be found com-IMPRESSIVELY, to all who favor them with their

FINLEY & STEWART. And we do trust our friends will not subject us at any time, to the pain of refusing credit, for we Aug. 25-1v

CHAPMAN & CO., A Braggist of Many Years Experience Produce and Commission Merchants.

DEALERS IN GROCERIES.

Wines and Liquors, Hardware, Saddlery, Boots and Shoes, WOOD AND WILLOW WARE,

HATS, CAPS, TOBACCO, CIGARS, ET PHANKLIN STREET, CLARKSVILLE, TENN.

A l.f. kinds of Country Produce taken in exchange for Goods. Advances made on Tobacco, Flore and other Produce for shipment to our friends in Louisvilla

Lewis R. Willis.

DEALER IN

GROCERIES and FLOUR, PRODUCE, &C.,

At Crosman & Johnson's Old Stand, Franklin St. CLARKSVILLE, TENN.

Der Will keep constantly on hard a full and

Groceries of all kinds, at Lowest Cash Prices! Also, the best brands of Robertson county Whiskey.

N. B.—Goods received on Storage and sold on numission. July 21—tf commission.

E ARE RECEIVING, DAILY, GOODS OF Late Cashier of Mechan- Late Cashier of Farmer the Latest Style, which we offer at the low- ics Bank, Lamisville, Ky. | Bank Henderson, Ky. E. MITCHELL, Danville, Ky.

H. S. JULIAN & CO., BANKERS

AND DEALERS IN EXCHANGE,

HAMILTON'S BANK BUILDING, Main Street, 335

LOUISVILLE, KENTICKY. W G. Humm, Teller. [July 21-if.

"Charity Covereth a Multitude of Sins."

e proverb I ve quoted, no doubt, gan ve all heard, The from it, at present, I claim but a word— Tie the covering part, I will take for my thome; It has flashed o'er my brain like a mid-summer to Me thought, as I booked at my TROWSERS and

Peoples out from her crinoline, promised to meet the of this, but I will not my when, -Of REXINGER'S CO., and went to the same, For my small stock of each I was filled by Rice. And my dear little current declared I looked nice d been suited so well for the small sum I paid;

And to purchase two dekets, at night, for the play
My simple styles, to each bell and early bear.

Fine Rosewood Piano For Sale.

WE keep constantly on hand the Largest and best stock in the West, and six as expected by My simple styles, to each bell and early bear and Commission Merchants best stock in the West, and six as expected by Main St., Bet. 6th & 7th. but each enough left for the wontrof the die or the rings quarter,

At Schlich's Salon,

(Strawberry Alley,)

By THE GLASS, KEG OR HALF BARREL.

Oct. 20, 65-3m*

Who imple advices the rings of the rings of

FIRST

Of Glarksville, Tenn.

WILL DO A

Issues no Circulation --- Incurs no Risks.

made on day of payment. DIRECTORS :

S. F. BEAUMONT, Pres't.

CRUSMAN & CHESNUT.

DEALERS IN GROCERIES,

Iron, Salt, Cement, &c., Cor. Franklin and Market Sts. CLARKSVILLE,..... TENNESSEE.

Oct. 20, '65-tf

W. S. POINDEXTER & CO.,

DEALERS IN Dry Goods, Boots, Shoes, Hats, Groceries, Hardware, Queensware, Glassware, &c., &c.

NEW PROVIDENCE, TENNESSEE. Der friends are respectfully invited to ex-

A. A. DOAK, W ILL, practice in the Law and Equity (Surts of Montgomery and adjoining counties Montgomery and adjoining counties.

Nov. 17, 61-1y OF STREET, MARKETTANK Late Judge Adv. Dist. Mid. Tenn. BUCK & McMULLEN,

AND CLAIM AGENTS, & Will practice in the State and Federal Courts. HAVING served as officers in the U.S. Army will have facilities to prosecute successfully all iegi imate claims against the Government.

R. W. HUMPHREYS, Attorney at Law. CLARKSVILLE, TENN.

WM M. DANIEL, ATTORNEY AT LAW CLARKSVILLE, TENN.

WILL attend to all law business confided to them in the 7th Judicial District and the reme Court at Nashville, Tenn Office on Public Square, Clarksville, Tenn. Sept. 1, '65,-tf

QUARLES & RICE, CLARKSVILLE, TENN.

DR. H. M. ACREE, Surgeon Dentist

CLARKSVILDE, TENN., TENDERS his services to the citizens of the city TENDERS his zervices to the citizens of the city and vicinity, in the different branches of his can or half-can, or cooked in any style desired.

with plate tools, all complete, for sale. get, Office, at his residence, one door east of Dr.

MCCLURE & COURTS. WE ARE NOW PREPARED AT OUR FIRE-Proof Warehouse, near the Depot, to Premium and Uncurrent Money Receive, Sell and Ship Tobacco, Clarksville, Tenn., 8, '65-3ms McC. & C.

BELL & SHERIDAN. PHOTOGRAPHERS

FURKIN & TARPLEY. House and Sign Painters, ALEX CHARLES B. F. THUMAS Y. M. SEANS.

CLARKSVILLE. TENN Shop on Strawberry Alley, over P. Young's after Shop. Orders promptly attended to: sep 29-4m

LAGER BEER! OF SUPERIOR QUALITY, AT

Day On Franklin Street, near the Court House." Tout Swiss Cheese, Limburg Cheese, Buffalo Tongue, Bet. 6 & 7, 2d Boor East of Louisville Hotel, onlogua Sauage, Salt Holland Herring, Pickled Herving, ect., by the plate or pound. No. 5, 65-3m⁸

B. O. KEESEE, OUR NEW STORE!

DEALER IN

CUTLERY,

Queensware, Groceries, Etc.

Franklin Street, CLARKSVILLE, TENNESSEE.

B. O. KEESEE.

WOULD MOST RESPECTFULLY INFORM THE CITIZENS OF CLARSVILLE, AND THE SURROUNDING COUNTRY, THAT HE HAS OPENED IN THIS CITY, AT

THE OLD STAND OF TURNLEY & FOX, ON FRANKLIN STREET, A Large and Well Selected Assortment of

Hardware,

Queensware. Groceries.

Among which are the following articles,

fine assortment of Hardware, embracing every thing usually kept in that line, smong which is a fine lot of Pocket and Table Cutlery, Carpenters at the old stand, on the Public Square. Tools, Plow Points, Axes, Smoothing Irons, Hagness, Trace Chains, and many other articles too numerous to be con- ALEX. B. HARRISON, tained in a newspaper advertisement.

Also a fine lot of Glassware and Queens-

ware. A large lot of Buckets, Tubs, Cotton and Wool Cards, Gvindstones, Nails, Copepras, Soda, Vinegar;

Crushed, Powdered and Granulated Sugars: Also, Brown Sugars of every grade and the best quality; Coffee, Rice, Ten of all kinds, etc., etc.; And everything clse almost that a person wants, I have on hand and will constantly keep a good supply of the different grades of FLOUR, which I will deliver, free of charge, to any part of the city.

The public will please give me a call, before

Kyr; H. C. Caruth, Louisville, Kyr; Andy Hamil purchasing elsewhere, and I will convince them ton, Nashville, Tonn.; Newton, Ford & Co., Mem that my goods are at LOWER PRICES than any phis, Tenn.; Givins, Watts & Co., New Orleans I have secured the services of W. J. Ely, as soli & Watss, Givins & Co., Paducah, Ky.; Andersolies and who will be pleased to see his old friends tional Eank, Evansville, Ind. Dec. 1, '63-6m.

B. O. KEESEE. July 14, 1865-tf

J. F. MEHLHOPE & CO.

WHISKEY, ALE, BEER, CIGARS, General Assortment of Confectioneries! THE ARRANGEMENTS MADE WITH THE QUEENSWARE, TINWARE,

FANCY NOTIONS, ETC., ETC. PRANKLIN STREET,

CLARKSVILLE, TENNESSEE. At manufacturers prices, with freight and insurance IN FACT HOUSEKEEPERS CAN FIND MOST Kentucky Harvesters, Cutting Boxes,

As we intend keeping a GANERAL VARIETY STORE . And will sell our Goods as LOW AS ANY HOUSE FRESH OYSTERS! Sept. 1, 65-4f in the city.

FRANKLIN [July 14-1f Type, Stereotype & Electrotype FOUNDRY,

> 168 Vine Street, between 4th and 5th, CINCINNATI. R. Allison, Superintendent. MANUFACTUREDS OF, AND DEALERS IN

Book and News Type Printing | Materials

IN ALL TREIS VARIOUS BRANCHES Directions, Jobs, Wood Cuts, Etc.

August 4-6m

OF HYERY DESCRIPTION.

CRAIG, TRUMAN & CO., Wholesale Bealers In

AND. STRAW GOODS, 607 West Main Street, LOUISVILLE, KY.

WE HAVE REMOVED TO THE HOUSE NEBLETT & GRANT

HARDWARE, Briarly Store, Chronicle Building, Terms-Three Dollars per year. Which has been thoroughly refitted and painted We are engaged, EXCLUSIVELY in the

CLOTHIN

And Furnishing Business.

An Experience of Twenty Years, in this place, in the Clothing Trade, is the Best Recommendation we can give to our

We are now receiving additions to our stock, and intend, as heretofore, to keep a class of Goods that we can guarantee to our friends.

Torms-Oash !

Remember, the Store-at the head of the Square-and Give us a Call. T. & R. E. McCULLOCH. Dec. 15, '65-tf

C. L. COOKE

HAS JUST RECEIVED FROM NEW YORK

Watches,

Dec. 15, 65-1v

Jewelry,

Plated Ware, Which he would be very happy to show his friends,

HARRISON & SHELBY, RECEIVING, FORWARDING

Silver and

Commission Merchants, AND STEAMBOAT AGENTS

CLAKRSVILLE, TENN. REFERENCES:

PIRE PROOF WAREHOUSE.

Agricultural and Garden

IMPLEMENTS! SOLE AGENTS FOR Sep 20, 65-6 Groceries, Wines and Brandies, Avery's Plows and Points

> manufacturers of the above articles, and th undersigned are such that purchasers in this market can be supplied by us, at our Depot, Sign of "TENNESSEE IRON!

Franklin-st., CLARKSVILLE, TENN. added, the most approved patterns: Corn Shellers, Cook's Evaporator, Grain Blades, Grass Blades, Threshing Machine.

Avery's Plows and Points, And all kinds of

Farming Implements!! Grass Seed, Iron, Nails, Salt, Hydraulic Lime Wagon and Buggy Huis, Spokes and

Felloes; Cistern Chains, Tubing and Boxes, Leather, Groceries, Holloware, Powder and Shot Lead Percussion Caps, Safety Fuse, etc., etc. As we intend keeping a full and constant suppl of the above, and many other articles wanted this market, at our Depot, we respectfully ask all interested in getting the right article at the righ price, to GIVE US A CALL.

PRESLEY A. BYRNE, Forwarding and Commission

FRECH & COURTS.

MERCHANT, Stereotyping and Electrotyping AND STEAMBOAT AGENT, WAREHOUSE-Lower End of Whatf,

> QUEENSWARE. COUNTRY PRODUCE, &C., FRANKLIN STREET,

the city. [July 14-tf.] TERRY & SMITH,

PRINTED WEEKLY, EVERY PRIDAY MORNING, BY

IN ADVANCE. THE LAND WE LIVE IN.

Oh! bright is the land that we live in, And soft blow the breezes around-The stars make a palace of licaven, And flowers enamel the ground! The orange and chestnut are flinging Their odors divine on the gale, And the mocking-bird's melody ringing From the bowers that circle the vale. The land of the locust and lime!

Then all the sweet wealth of this land, Are the maideds who dwell in its howers, By mountain, savannah, and strend! And all its rich trophies were given, As tributes of beauty to these; And these are the stars of our heaven, The flowers that gladden the breeze! Then here's to the land that we live in!

Twas hymned by a bard that the planets Once, charmed from their passionate home, Assumed the fair features of woman, And dwelt in the valleys of Rome! But sure, if a land e'er presented Temptation to angels, 'tis ours,

ASHES OF GLORY. BY A. J. REQUIES. Fold up the gorgeous silken sun, .

No drum funeral toll-Nor trailing sables drape the bier That frees a dauntless soul!

It lived with Lee, and decked his brow

From Fate's empyreal poin: It sleeps the sleep of Jackson now— As spotless and as calm. It was outnumbered-not outdone;

Sleep, shrouded Ensign ?-not the breeze That smote the victor tar, With death, across the heaving seas Of flery Trafalgar;

Nor peerless-born Bayard!-Not all that autique fables feign, And Orient dreams disgorge; Nor yet, the Silver Cross of Spain

And Lion of St. George, Can bid thee pale! Proud emblem still,

Sleep! in thine own historic night,-And be thy blazoned scroll: A wurrior's banner takes its flight

To greet the warrior's soul!

In Chicago recently, Prof. H. G. Eastman, of

vertising. This man wood in Paria. At first he was unsuccessful in his business, although he and-better pencils than any one else, but at last he ad-vertised in every possible way he could think of that would secure the attention of the public, that

Dealer in Groceries and Liquors, world. But he made good pencils, and people soon the Circuit Court of Arkansas her decided became aware of it. All the large business houses in this country advertise largely, and spend immense amounts of money for that purpose. The Metropolitan Hotel was aircritised by its publing. That pudding was put upon the hotel table and it attracted the atten-

would create on excitement, and finally became

psp. Articles purchased at my house, will be de-vered, free of charge, anywhere in the limits of customers would come again. To illustrate the pocity. [July 14-46.]

J. C. Tuth of this, the lecturer related the experience of Would it not be a capital joke if Bill should beat

did not succeed he would pay the expenses and the twenty-five dollars besides. He requested the young man to go to his room and write an advertisement, which he did, making a long one, and, when hand-ing it to the becurer, remarked that he would have it put in the cheapest part of the newspapers. — That would not do, the lecturer told him; the advertisement was too long; it must be short and put into the most prominent part of the paper, and wrote one himself, the only words used being: "E. B. Bates, 19 Pine street, attorney and counsellor at law," the surneme being in large letters, the initials very small, the "attorney and counsellor at law" in very large letters. Thus, the prominent fact was that there was a man named Bates and lie was an attorney and counsellor at law. This attracted

with Barnum's Museum. Another example of this was the success of Mr. Barnum. Mr. Barnum paid \$300 for his museum with a debt of \$8000 upon it. The usan to whom the money was due, once visiting Barnum, found him eating a cold dinner, and was told by him that he should cat only cold dinners till the \$8000 was paid. Mr. Barnum thought of till the \$8000 was paid. Mr. Barnum thought of advertising, and finally hit upon the following plan: He employed a number of painters, making them promise not to say anything about what he was going to do, and ordered them to paint pictures of all the animals in the country, and a few that never were in any country. These were one night stuck all over the front of the building.— When people came past it in the morning they wondered where they had all some from; and before the day was over the museum was crowded.— And this was repeated day after day, when at last he saw several thousands outside unable to get in.

he was determined to have an audience, and never failed. The tickets were put at a high price to create an excitement. Then he went to a printer and order him to print a lot of tickets with the simple word when upon it. This created a great excitement. People could not understand it, and asked of each other, and of the printer, what it meant, but the answer was everywhere the same ---no one knew what it meant. The next day an nouncement was made that such a lecturer would deliver an address—the announcement being placed under the word when. The result was a full house. To succeed in business men must be honest,— The lecturer had never known men to succeed un-

The proper way to advertise was to advertise only one article at once. As, for instance, advertise Sugur—Sugar—Sugar. People would have their attention attracted by that one word, and they would buy sugar. The result would be that a large sugar business would be established. But if people advertised all they had got to sell they would not be read. This was so with everything. If your business was a dry-goods business, silks or some other article must be advertised, and that business would follow.

Another rule for successful advertising, was to Another rule for successful advertising, was to advertise in the best place in a newspaper, no matter what it might cost. The advertisement must be in a conspicuous place, or it would not succeed. Merchants in Europe beat us in advertising. They frequently pay over \$100,000 a year for advertisements. Stewart, of New York, advertised his cotton goods all over the Union. His cotton goods lone were advertised, and it brought him immens returns. Mr. Bonner once went to Mr. Bennett the editor of The New York Herald, and asked him if he could have three pages in the morrow's paper for his advertisement of The Ledger. The iswer was yes, if he would pay double rates he might have as much as he pleased. Upon which Mr. Bonner said he would have the whole paper.—

On one page in large letters, it was stated that an article written by Henry Ward Beecher would

be in The Indger; and so on through the whole eight pages. Mr. Bonner did not advertise all he had to sell, but only attracted attention to The People who wished to succeed must use their brains; they must not depend upon manual work. Advertile, and a thousand men could be got directly for labor on the streets—because every one could do it. But advertise for telegraph company presidents, college presidents, etc., and few would answer the advertisement. Young men must cultivate their intellect. Simply a good hand-writing would not insure success. Air. Bonner bought The Ledger for \$300, when it had a circulation of enly one hundred and seventy-five. He went to see Mr. Barnum, to consult what was the best plan for advertising. They at last fixed upon a plan, which was to have a story written especially for the purpose, and printed in every paper in the State of New York, in cities, and town, and villages. The

moment he was speaking who were endeavoring to write a proper advertisement for the morning papers. But the proper method of advertising could be given in four words. Four words could explain it. The principle contained in those four words

Pensioning the President's Widow .- It is proposed to give \$100,000 to Mrs. Lincoln. When Congress voted Mrs. Harrison \$25,000, the appropriation was denounced in debate by Benton, Calhoun, Woodbury, and other Democrats, but was passed in he Senate by a vote of twenty to sixteen, and in

tional and void. It is believed that the Supreme Court has confirmed the decision. par Mrs. Robert E. Lee has sold her farm near Warrenton, to Dr. Drewery, of Richmond, for \$10 Her sere. It remains about 800 acres, and the

BLCCH BRO'S. Nov. 24, 1865-tf

Oct. 20, 65-3m*

Business Cards.

NATIONAL BANK

General Banking -AND-

W. P. HUME; Cashier. Nov. 10, '65-1y

(Successors to W. S. Poindenter & Co.,)

W. S. P. & CO. ATTORNEY AT LAW,

ATTORNEYS AT LAW, and REAL ESTATE

Office, on Public Squee, we status, under Chronicle office. Oct. 0, 65-tf

rvice, south side Public Square, under Chron LAW NOTICE. . A. HENRY & T. F. HENRY,

Attorneys at Law. ANYTHING DESIRED nos. Office under the "Chronicle" office, Nov. 10, 1865-6m*

A No. 1 Second hand case of Dental Instruments

Tobacco Notice.

AMBROTYPISTS, Opposite the Market House, Franklin-st., CLARKSVILLE, TENN.

HATS and CAPS Heisterberkg & Co's Saloon,

And a song for the sweet stars of heaven That brighten this beautiful clime! But dearer by far to the minstrel

The land of the locust and lime! And a song for the sweet stars of heaven That brighten this beautiful elime!

And the vision of song was invented From form in these soft, sunny bowers! Then here's to the land that we live in! The land of the locust and lime! Asse a song for the sweet stars of heaven That brighten this beautiful clime!

By bleeding martyrs blest, And heap the leurels it has won Above its place of rest. No trumpet's note need burshly blare-

And they shall shuddering tell, Who struck the blow, its latest gun-Flashed rain as it fell.

Not Arthur's knights, amid the gloom Their knightly deeds have starred Nor Gailie Henry's matchless plume,

Thy crimson glory shines Reyond the lengthened shades that fill Their proudest kingly lines.

Advertising and How to Do It. Interesting Legture by Prof. H. G. Eastman, of Poughkepsie, New York.

and well considered.

The following is an outline of the lecture:

Prof. Eastman opened his lecture by saying that advertising was not a common subject for lectures.

Few would undertake to say much about this subject. But advertising was not properly taught.—
There were not over three men in the United States who thoroughly understood advertising. Men who could advertise a business properly could always get good salaries. There were thousands at the moment he was speaking who were endeavoring to moment he was speaking who were endeavoring to The winespie contained in those four works with that which had made men rich by its practice. The advertising man of Stewart got \$22,000 for him tolent in this respect. But that \$22,000 for spent for a good advertiser got \$100,000 in return.

There is a great deal of talk about advertising men—that they are humbugs—Barnum humbugs; but was any man who visited Barnum's Museum, and paid therefor twenty-five cents, willing to say that he had any the worse museum because he adthat he had any the worse museum because he advertised it so well? One of the largest pencil manufacturers in the world had succeeded by ad-

CLARKSVILLE, . . . TENNESSEE. tion of the guests and was worth to the establish-

a young lawyer in St. Louis, remarking in the first Smith. place that a lawyers business was generally sup-posed to be difficult to advertise. The young lawyer paned to be difficult to indvertise. The young lawyer being short of manay and having no business, re- bot water on her beaux, because he told her at the

ttention, and after a while his name became well known, and because well known, its owner was supposed to be a good lawyer. The result was that this Mr. Bates, of 19 Pine street, was now one of the most wealthy lawyers of St. Louis. But whatever was advertised, no matter what it was, must be of the best quality. This was the case with the Paris pencil man; this was the case

He then made a passage to Ann street, and advertised that he had "an egress" in his museum, which drew greater crowds than ever, whom he showed through the egress to Ann street.

In Poughkepsie the speaker got a man to deliver a lecture at his college. People said that it would not succeed—it would not draw an audience. But

less they were honest. Everything must be good that would succeed.

one. An excitement must be got up, and then The consequence was that the whole paper had nothing but Bonner's advertisement in it.

Poughkëpsie, N. Y., delivered a very interesting name of the story was the "Gunmaker of Moscow." and instructive lecture on the science of "Adver-The first part of this story was put into every patising and how to do it successfully."

The lecturer gave much valuable instruction to those wishing to advertise, and showed that advertising to be successful must be frequent, generous,

on correspondent of the Albany (N. Y.) Argue

The four words, referred to were "Excite, but price paid for it was \$10 per acre or cr \$32,000 for to the public upon reasonable terms.

The four words, referred to were "Excite, but price paid for it was \$10 per acre or cr \$32,000 for never satisfy them." They must not its satisfied the callie tract.